

1 MedVantx Program to interested participating physicians, there will also be an evaluation of key  
2 measures associated with the value of this program to ensure that the primary objectives are  
3 being met.

4 The MedVantx Program increases the dispensing of generic drugs and decreases  
5 the utilization of brand name medication leading to a reduction in the overall drug expenditures  
6 and a reduction in member's out-of-pocket expenses.

7 *Promote the Use of First Generation Antibiotics*

8 This initiative is designed to implement a clinically based education program  
9 focused on providers to increase awareness of appropriate use of first generation antibiotics.  
10 Blue Cross will establish a retrospective review program which evaluates the prescribing of  
11 antibiotics and whether or not specific physicians could improve their prescribing practices in  
12 this regard. This initiative will be incorporated into the comprehensive pharmacy profiling  
13 process which will seek to educate physicians by comparing their prescribing patterns to that of  
14 their peers and to other relevant benchmarks. Continued inappropriate prescribing may lead to  
15 financial disincentives for the physician.

16 This clinically based education program will "remind" doctors to prescribe  
17 antibiotics appropriately, using first generation medications before moving directly to more  
18 costly antibiotics.

19 *Potentially Recommend a Change to the Rhode Island Generic Prescribing Law to Reflect*  
20 *Massachusetts Generic Prescribing Law*

21 This potential legislative effort would request that the Rhode Island General Laws  
22 regarding pharmacy be amended to restrict the dispensing of brand name drugs with available  
23 generic equivalents only upon written authorization of the physician. The patient directed choice  
24 of a brand drug would be prohibited. Blue Cross will explore the potential for pursuing passage  
25 of such a bill in 2007.